

APL Platinum Projects | **2011**

Local Agency	APL Cadets	Platinum Project	Contact Information
American Red Cross	Beth Clark	<p>"WE ARE HERE FOR YOU"</p> <p>Make one clinic more visible to public eye and improve look of clinics making it easier for participants to navigate and surround them with a welcoming atmosphere.</p>	beth.clark@SDARC.org
Central Valley Indian Health	Teresa Camacho	<p>"OUR PARTICIPANTS ARE PRECIOUS GEMS"</p> <p>Improve communication among staff and participants to ensure a time efficient and enjoyable experience for all our participants.</p>	Tcamacho@civh.org
Clinica Sierra Vista	Vicky Reyes Acosta Angelica Vera	<p>"PROVIDING OUTSTANDING BREASTFEEDING PROMOTION AND SUPPORT"</p> <p>Provide different breastfeeding education topics to be offered at every single prenatal contact.</p>	reyesv@clinciasierravista.org angelica.vera@clinciasierravista.org
Community Action Partnership of Kern	Lupe Castro-Ruiz Tony Rojas Blanca Garcia Chavez	<p>"WELCOME"</p> <p>Make our participants feel welcomed, acknowledged, and comfortable by talking with a soft voice tone, smiling, and providing a warm and inviting atmosphere.</p>	<p>Lupe Castro-Ruiz 661-363-4850</p> <p>Tony Rojas (661) 327-3074</p> <p>Blanca Garcia (661) 721-9479</p>
Community Bridges	Sylvia Guzman Patricia Organista	<p>"COMPASSIONATE COMMUNICATION"</p> <p>Improve staff relations, deal with office issues right away, and have better communication within the office and improve office flow.</p>	<p>Patricia Organista (831) 722-7121 x128 Patriciao@sccwic.org</p>

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Delta Health Care	Rosa Castillo Sylvia Lupian	<p>"CLINIC FLOW IMPROVEMENT PLAN"</p> <p>Improve customer service to WIC participants, keep and grow our caseload, limit the time participants stay at our clinic, and make sure they feel motivated to come back to their next WIC appointments.</p>	<p>Rosa Castillo rcastillo@deltahealthcare.org</p> <p>Sylvia Lupian slupian@deltahealthcare.org</p>
Fresno County EOC	Jacqueline Silagan Esther Vasquez	PROJECT PLAN NOT INCLUDED	<p>Jacqueline.Silagan@yahoo.com Esthersews4u@hotmail.com</p>
La Clinica de la Raza	Maria Gongora Mayra Torres	For WIC participants to feel more welcomed as they entered our site. Creating the feeling of home will make their WIC appointment pleasant and eager to listen to any health information we provide.	<p>Maria Gongora mgongora@laclinica.org</p> <p>Mayra Torres matorres@laclinica.org</p>
Marin County	Liz Paniagua	To improve accessibility of WIC services as well as efficiency and flow of client visits; regardless of appointment type.	lpaniagua@co.marin.ca.us
Monterey County	Ana Abundiz Jennifer Boyer	<p>"IMPROVING EMPLOYEE MORALE AND ESTABLISHING EFFECTIVE COMMUNICATION CHANNELS"</p> <p>Improve morale in the WIC clinic through enhanced communication methods and an improved team building environment.</p>	<p>Jennifer Boyer (831) 393-3257 boyerjm@co.monterey.ca.us</p> <p>Ana Abundiz (831) 796-2860 abundiza@co.monterey.ca.us</p>
Napa County	Catalina Luna	<p>"WIC ALWAYS AT YOUR REACH"</p> <p>Offer education services by phone due to decrease attendance in WIC classes, especially in the English classes.</p>	Catalina.Luna@countyofnapa.org

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PHFE Pico Union Site	Danielle Arce	<p>"MINIMIZING INTERRUPTIONS DURING COUNSELING"</p> <p>For the WIC client to have a seamless experience during counseling time with the WNA. Also for those that call our center to have the full attention and adequate time for their needs to be met.</p>	daniellea@phfewic.org
PHFE Washington Site	Sheila Bina	<p>"THE NEW AND IMPROVED WASHINGTON WIC"</p> <p>Implement a new front desk station and kiosk station at the Washington Center to help improve customers overall satisfaction.</p>	Sheilab@phfewic.org
PHFE Main Site	Kathy Cordova	<p>"ONLINE EDUCATION"</p> <p>Provide online education for WIC clients who may not be able to attend a regular session in the WIC center.</p>	Kathrync@phfewic.org
PHFE 8 th Street Site	Shahin Madadi	<p>"8TH STREET RENOVATION"</p> <p>To have a pleasant, sanitary, well-equipped restroom for our participants.</p>	shahinm@phfewic.org
PHFE Inglewood Site	Hawani Mulugeta	<p>"DECREASE BROKEN APPOINTMENT RATE"</p> <p>Address any gaps or problems when it comes to WIC services that might lead potential customers from not returning to WIC to get their services.</p>	inuwah@gmail.com
PHFE Torrance Site	Blanca Vargas	<p>"SERVICE EXCELLENCE FOR PRENATAL WOMEN"</p> <p>Provide empathetic and compassionate customer service towards our prenatal women at PHFE by limiting their time at WIC, and still provide quality education at every WIC visit.</p>	Blancav@phfewic.org

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Planned Parenthood	Angelina Perez Margarita Pleitez	<p>“BACK TO THE BASICS: BRINGING PLATINUM SERVICES TO PLANNED PARENTHOOD WIC”</p> <p>WIC participants will be well informed of our services, find WIC appointment more enjoyable, and have a stronger line of communication with WIC staff.</p>	Angelina.Perez@pposbc.org Margarita.Pleitez@pposbc.org
Riverside County	Eva Arreola Rosa Martinez	<p>“WHAT’S ON YOUR MIND”</p> <p>Identify and resolve customer service challenges to increase breastfeeding rates.</p>	earreola@rivcocha.org rmartinez@rivcocha.org
San Diego State University	Christina Firme Perla Villa	Streamlining the appointment process to be efficient for both appointments and walk-ins.	cfirme@projects.sdsu.edu pvilla@projects.sdsu.edu
Tiburcio Vasquez Health Center	Claudia Cubillo Norine Tan	<p>“ON THE ROAD TO BETTER COMMUNICATION AND TEAMWORK”</p> <p>To improve communication and team work so that we can improve relationships amongst staff which in turn will help us provide more quality service to our participants.</p>	cpcubillo@hotmail.com norinedtan@yahoo.com
United Health Centers of San Joaquin Valley	Rita Calderon Florinda Martinez	PROJECT PLAN NOT INCLUDED	Calderonr@unitedhealthcenters.org Florindamartinez@verizon.net
Watts Healthcare Corp	Wanda Kenlow Veronica Ramirez	To improve the site’s environment, use of space, retention of participants and clinic flow for participants and staff.	Wanda.Kenlow@wattshealth.org Veronica.Ramirez@wattshealth.org